

## Barkley plans to build on Iseminger's progress



Photo by Doug Loon

Dan Iseminger congratulates Jim Barkley on being appointed the new station manager at KAUR.

Alan Helgeson  
and Mavis Olson  
staff writers

Being a manager of a campus radio station is a year-around-job that includes the school year plus hours in the summer.

Jim Barkley, who will be KAUR's station manager next year, said, "It's a good opportunity that is unlike anything else on campus. (KAUR is a) unique student run organization that is set apart from the college."

Barkley, a junior government/business major from Sioux Falls, is taking the reins from graduating Dan Iseminger, a communication/secondary education major from Crooks, S.D.

Iseminger explained the duties involved in running KAUR. "A lot of responsibility is the key factor you have to be able to handle," he said. "Next would be the amount of time you need to put in. These are the two most crucial elements in operating a radio station."

Iseminger emphasized the background he's received.

"It gives a person enough general knowledge about radio so that a person can walk into just about any radio station in the country and half-way know what he is doing."

He said his primary obligation has been to protect the image of the community and then the college. Under his leadership KAUR has received thousands of dollars worth of

new equipment, increased its popularity and stature within the community according to a recent survey, improved ties with the administration, and is now financially sound.

"Having good leadership is important, but a competent staff is a must," Iseminger explained. "Without these dedicated people the station wouldn't be where it is today."

Under Barkley there will be few staffing or programming changes, but KAUR is looking for ways to grab more listeners. According to Barkley, moving to the new studio in Tuve Hall will be the best way to help KAUR win in the battle for a greater share of the listening audience.

The move has been postponed since last year because the Children's Home Society still has not found a new location, thus preventing KAUR from moving in.

"The move could be as late as October (of this year), but hopefully we can move this summer because it would be a lot easier than moving during the semester," Barkley said.

KAUR must move out of its present location in Old Main because the building is slowly collapsing.

Iseminger said this change will increase the morale of the staff dramatically. But he added that another change may be in order.

"Being general manager would be a great full-time job and in the future it might be a

good idea if the college hire a person to fill the capacity full-time to work with such things as fundraising events and sponsorship programs. This would make the station operate more efficiently and still give the students control."

Barkley said maintaining their station identity is also important.

"To set us apart from other radio stations we have a station policy of not playing top-40 music," Barkley said. "We offer an alternative."

The staff also plans to promote the campus station.

"People don't know who we are. They think we're just someone on the far left of the FM dial," Barkley said. Promotion will be in the form of billboards, ads, and possibly a television commercial if there is room for it in the budget.

Sponsorship is the major form of income for the station. Because KAUR is an educational, non-profit organization, the station can't sell advertising because it is forbidden by the Federal Communications Commission. By sponsorship, a business supports a program and KAUR recognizes the business' support but does not promote the business' product or service.

Barkley explained that if someone is looking for a place where they can get "hands-on experience," KAUR allows people to get time on-the-air without any previous experience.